

INTISARI

Kaum wanita biasanya tak lepas dari tren masa kini, apa yang terbaru dan mengikuti perkembangan jaman selalu laris di pasaran, termasuk tren kosmetik bagi muslimah. Penggunaan produk dengan label halal apalagi dengan seringnya iklan di media massa menempatkan Wardah sebagai produk berkelas dan layak digunakan oleh wanita muslimah dalam melengkapi penampilan mereka. Penelitian ini bertujuan untuk mengetahui apakah *marketing mix*, *celebrity endorsement*, dan *lifestyle* berpengaruh terhadap keputusan pembelian konsumen produk kosmetik Wardah di Kecamatan Sukolilo Surabaya.

Sampel dalam penelitian ini adalah pembeli produk kosmetik Wardah di Kecamatan Sukolilo Surabaya sebanyak 59 orang responden. Data penelitian diambil berdasarkan jawaban responden atas kuesioner yang dibagikan. Teknik analisis yang digunakan untuk model penelitian adalah analisis regresi linear berganda dengan uji F dan uji t.

Berdasarkan hasil penelitian diketahui bahwa *marketing mix* berpengaruh terhadap keputusan pembelian. Hasil penelitian ini berarti mendukung hipotesis yang diajukan “*Marketing mix* berpengaruh terhadap keputusan pembelian konsumen produk kosmetik Wardah di Kecamatan Sukolilo Surabaya”. *Celebrity endorsement* berpengaruh terhadap keputusan pembelian. Hasil penelitian ini berarti mendukung hipotesis yang diajukan “*Celebrity endorsement* berpengaruh terhadap keputusan pembelian konsumen produk kosmetik Wardah di Kecamatan Sukolilo Surabaya”. *Lifestyle* berpengaruh terhadap keputusan pembelian. Hasil penelitian ini berarti mendukung hipotesis yang diajukan “*Lifestyle* berpengaruh terhadap keputusan pembelian konsumen produk kosmetik Wardah di Kecamatan Sukolilo Surabaya”.

Kata kunci: *marketing mix*, *celebrity endorsement*, *lifestyle*, *keputusan pembelian*

ABSTRACT

Women, generally, cannot be apart of current trend, what becomes the newest and following the trend is always sold out in the market, including cosmetic trend for muslimah as well. The use products with halal label has put Wardah as high class product and feasible to be used by muslimah in refining their appearance. This research is meant to find out whether marketing mix, celebrity endorsement, and lifestyle give influence to the purchasing decision of Wardah cosmetic product customer in Sukolilo district Surabaya.

The samples are the all customers who purchase Wardah cosmetic product at Sukolilo district Surabaya and 59 customers have been selected as respondents. The research data has been obtained based on the answers of the respondents on the questionnaires. The analysis technique has been carried out by using multiple linear regressions analysis and F test and t test.

Based on the results of research, it has been found that marketing mix gives influence to the purchasing decision. The result of the research supports the proposed hypothesis "Marketing mix gives influence toward the customer purchasing decision on Wardah cosmetic products in Sukolilo District Surabaya". Celebrity endorsement gives influence toward purchasing decision. The result of the research supports the proposed hypothesis "Celebrity endorsement gives influence toward the customer purchasing decision on Wardah cosmetic products in Sukolilo District Surabaya". Lifestyle gives influence toward the purchasing decisions. The result of the research support the proposed hypothesis "Lifestyle gives influence toward the customer purchasing decision on Wardah cosmetic products in Sukolilo District Surabaya".

Keywords: Marketing mix, celebrity endorsement, lifestyle, purchasing decision